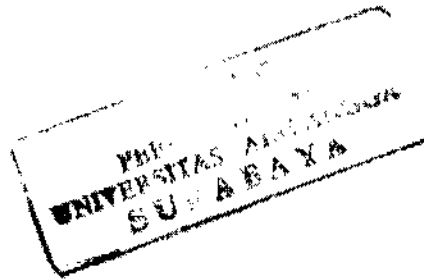


**INEFFICIENT USE OF MEDIA FACILITIES  
IN INFORMATION AND COMMUNICATION  
SERVICE**

**FINAL REPORT**



**By :**

**FARIZ SOFYAN**

**St. N. 120010080-G**

**D3 ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
AIRLANGGA UNIVERSITY  
SURABAYA  
2003**

## FINAL REPORT

Approved to be examined

Surabaya, 27 June 2003

Final Report Advisor



Ema Faiza, S.S

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### A. Conclusion

The followings are points drawn from the problem discussed

1. Effective publication is profoundly needed by both private or government institution in its attempt to gain public's attention toward their products or services
2. The qualities of media such as, information contents and the forms of the media programs also determine the success of gaining the public interest
3. Information and Communication Service is not yet acting like private institution regarding its efforts on attracting the public's attention.

#### B. Suggestion

From the previous discussion, the writer is interested to give contribution in the form of suggestion in order to increase and develop the service qualities of Information and Communication Service, and bring up better images of the government institution.

1. Information and Communication Service should accelerate the effort of publishing its media in order to gain wider range of consumers.
2. Information and Communication Service should complete the information according to the media information platform

4. Information and Communication Service should improve the quality of each media facilities.
5. Information and Communication Service should add the qualified human resources in order to complete the technical shortages.